

[0050] Other objects, features and advantages of the present invention will become clear from the detailed description given herebelow.

BRIEF DESCRIPTION OF THE DRAWINGS

[0051] The present invention will be understood more fully from the detailed description given herebelow and from the accompanying drawings of the preferred embodiment of the invention, which, however, should not be taken to be limitative to the invention, but are for explanation and understanding only.

[0052] In the drawings:

[0053] **FIG. 1** is a constitutional block diagram showing a constitutional example of a content delivering system using the present invention;

[0054] **FIG. 2** is a sequence view for use in describing the operation of the system shown in **FIG. 1**;

[0055] **FIG. 3** is a flow chart for use in describing the operation of a customer;

[0056] **FIG. 4** is an explanatory view showing an example of a selection screen;

[0057] **FIG. 5** is an explanatory view showing an example of a selection screen;

[0058] **FIG. 6** is an explanatory view showing an example of a settlement confirmation screen;

[0059] **FIG. 7** is an explanatory view showing an example of a n order information confirmation screen;

[0060] **FIG. 8** is an explanatory view showing an example of the content data;

[0061] **FIG. 9** is an explanatory view for use in describing the conventional rental form.

DESCRIPTION OF THE PREFERRED EMBODIMENT

[0062] The preferred embodiment of the present invention will be discussed hereinafter in detail with reference to the accompanying drawings. In the following description, numerous specific details are set forth in order to provide a thorough understanding of the present invention. It will be obvious, however, to those skilled in the art that the present invention may be practiced without these specific details. In other instance, well-known structures are not shown in detail in order to unnecessary obscure the present invention.

[0063] **FIG. 1** is a constitutional block diagram showing a constitutional example of a content delivering system by use of the present invention.

[0064] In the content delivering system shown in **FIG. 1**, a network **100** represented by the Internet connects a user terminal **110**, a delivery destination terminal **120**, a center server **130**, a delivery server **140**, and a content store server **150**.

[0065] The user terminal **110** and the delivery destination terminal **120** are, for example, an information terminal such as a personal computer, etc. and a telephone terminal such as a portable telephone terminal, etc. provided with a function connectable to the Internet. Here, when the user terminal **110** or the delivery destination terminal **120** is the information terminal, the WWW browser and the like that is the connecting software to the Internet is incorporated into the user terminal **110** or the delivery destination terminal **120**.

[0066] The user terminal **110** exchanges information between the center server **130** and itself through the network **100**. The delivery destination terminal **120** receives the information sent from the delivery server **140** and the content store server **150** through the network **100**.

[0067] The center server **130** and the delivery server **140** is managed and controlled by a content rental dealer, and they are formed by, for example, an information processing device such as a workstation server. The content store server **150** is managed and controlled by a content rental dealer and it is formed by, for example, an information processing device such as a workstation server and a media storing device such as a disk unit.

[0068] The center server **130** exchanges information between the delivery server **140** and itself based on the information sent from the user terminal **110**. The delivery server **140** sends the information to the delivery destination terminal **120** and the content store server **150** through the network **100**. The content store server **150** stores a lot of content data and sends the specified content data to the delivery destination terminal **120** according to an instruction from the delivery server **140**.

[0069] Assume that a content delivering program for delivering content data to the delivery destination terminal **120** according to an instruction from the user terminal **110** is stored in the center server **130**, the delivery server **140**, and the content store server **150**. In the example shown in **FIG. 1**, although the description has been made in the case where the center server **130**, the delivery server **140**, and the content store server **150** are respectively independent, the respective functions of the center server **130**, the delivery server **140**, and the content store server **150** may be realized by the same server.

[0070] The operation will be described this time. Here, the description will be made, by way of example, in the case where the delivery destination of content data is the delivery destination terminal **120**. Further, assume that the delivery destination terminal **120** is an information processing terminal. **FIG. 2** is a sequence view for use in describing the operation of the system shown in **FIG. 1**. **FIG. 3** is a flow chart for use in describing the operation of a customer.

[0071] The user terminal **110** gains access to an order acceptance home page which the center server **130** opens on the network **100**, according to an instruction from a customer (Step **S301**). The center server **130** provides the user terminal **110** with a selection screen relative to the rental of content data. The selection screen as shown in **FIG. 4** appears on the display unit of the user terminal **110**. **FIG. 4** is an explanatory view showing an example of the selection screen.

[0072] In the example shown in **FIG. 4**, the content is classified into two types: "music" and "movie". In the "music", the title of the content is classified into artists, and on each title, there are item number, rental price, and check column correspondingly. In the "movie", the title of the content is classified into produced countries, and on each title, there are item number, rental price, and check column correspondingly, in the same way as in the case of the "music". In both the "music" type and the "movie" type, a mark attached to the check column means that the corresponding content is desired for rental. The mark is attached by the mouse operation and the like. In the example shown in **FIG. 4**, the content of the title "Japanese movie" is